



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Re Application of : George Gerba, et al.
Serial No. : 09/929,506 Examiner : Peter C. Wilder
Filed : August 14, 2001 Group Art Unit: 2623
Title : SYSTEM AND METHOD FOR DISPLAYING
ADVERTISING IN AN INTERACTIVE PROGRAM
GUIDE

Mail Stop Amendment
Commissioner for Patents
PO Box 1450
Alexandria VA 22313-1450

RESPONSE TO FINAL OFFICE ACTION

Sir:

In response to the Office Action dated October 4, 2006, please reconsider the
above identified application in light of the following:

Amendments to the Claims begin on page 2 of this paper; and

Remarks begin on page 7 of this paper.